

RFSA Conference 2011

Facing the Challenges Together

17 – 19 June 2011, Opal Cove Resort, Coffs Harbour



RFSA



Sponsorship & Exhibition Prospectus



www.rfsaconference.org.au

Invitation from the RFSA President

RFSA Conference 2011 is Australia's leading emergency services conference, focusing on practical issues that affect the operation of a highly professional and competent rural fire service. It is the year's outstanding opportunity for information exchange and knowledge sharing between volunteer fire fighters and the NSW Rural Fire Service, emergency response agencies, land managers and academics.


As President of the NSW Rural Fire Service Association, I have great pleasure in inviting you to participate at this premier industry event as an RFSA Partner, Sponsor and/or Exhibitor.

RFSA Conference 2011 will be held at the Opal Cove Resort Coffs Harbour from 17 - 19 June 2011 and will bring together leading fire management professionals and practitioners, policy makers, technical specialists, educators and community safety specialists in addition to equipment manufacturers and suppliers.

RFSA annual conferences continue to grow from strength to strength. In 2011 we are delighted to be able to offer an innovative range of opportunities for your organisation to achieve unsurpassed levels of continued exposure and representation to the rural fire and emergency services industry. This document details the various Sponsorship and Exhibition opportunities available. We are also very proud to introduce our new Annual RFSA Partner Program.

The theme for the Conference is: Facing the Challenges Together, which reflects the objectives and aims of the Association.

We look forward to welcoming you.



Brian McKinlay AFSM
President RFSA



About the RFSA

The RFSA is officially recognised and respected as the representative association of the 70,000 volunteers and salaried staff of the Rural Fire Service (RFS) in NSW.

The RFSA provides the most effective means of communicating the views of Members and directly influences such things as legislation, fire service structure, brigade funding, training, health and safety, and equipment standards.

It is a non-partisan organisation, which works alongside the RFS and other emergency response agencies to support government in the development of the Rural Fire Service in NSW.

The RFSA is structured to fairly represent all volunteer and salaried members of the Rural Fire Service throughout NSW.

Its mission is to support its Members in protecting the community through the provision of tangible Member benefits.

Organising Committee:

Brian McKinlay, NSW Rural Fire Service Association

Alan Holley, NSW Rural Fire Service Association

Jan Ljubojevic, NSW Rural Fire Service Association

Peter Olah, NSW Rural Fire Service Association

Stephen Raymond, NSW Rural Fire Service Association

Ralph Walker, NSW Rural Fire Service Association

Delegate Profile

The RFSA Conference attracts a broad profile of delegates from volunteer fire fighters who actually use the equipment in the field through to senior management in charge of specification and procurement. All are Members of the RFSA and represent key opportunities to promote your products and services. The RFSA acts as a voice for fire fighters, therefore unlike many conferences where it is only the senior decision makers that Sponsors and Exhibitors seek, the RFSA Conference is unique in that almost EVERY delegate is your potential customer.

Conference Program

An exciting program is being developed with a range of specialists in the area of fire fighting and inspiring motivational speakers.

For the latest information on the Conference Program visit www.rfsaconference.org.au

The Venue & City

Nestled within 36 hectares of native bushland overlooking the magnificent Pacific Ocean is absolute beachfront Opal Cove Resort. It is the perfect destination for family holidays, short breaks and both large and small conventions.

Awaiting you is a friendly team offering 135 rooms, most with balconies or self-contained villas, nine-hole golf course, four floodlit tennis courts, Massage and Beauty Retreat, large swimming pool with slide, gym, spa, sauna, Lizard Kids Club and the Horizons Restaurant and Bar. Including a Discovery Tour Desk, 24-hour reception and so much more.

Coffs Harbour Airport is located a short 12 km from Opal Cove Resort. Parking facilities are available on-site with charges payable direct.



RFSA Partners, Sponsors and Exhibitors

The RFSA Annual Conference continues to be Australia's leading rural fire industry event and the most significant Conference devoted to further development of Australia's rural fire fighting industry and its ability to protect both life and property.

Move and inspire your key customers

The **RFSA Partner Program** represents the perfect platform to move and inspire your key customers towards purchase and to generate direct sales leads to your key markets. RFSA Partners will not only benefit from the highest and most prominent levels of exposure at the annual RFSA Conference, but will also maintain continuity throughout the entire year through all RFSA events.

RFSA Partners will secure the valuable opportunity to place their brand before the most influential people at the forefront of the rural fire fighting and protection of life and property, plus strengthen relationships with key industry figures.

With the threat to life and property from bush fires appearing in the media more than ever before, the RFSA Conference has truly established itself as an annual gathering of leading industry professionals. Both Partners and Sponsors will receive premium levels of exposure and will reflect a demonstrated and genuine commitment to the strengthening of not just our rural fire fighting efforts, but also our ability to support our members to protect the community.

EXPLAIN... EXCITE... EXCEL... EXHIBIT...

RFSA Conference 2011 will feature an interactive trade display, offering an ideal platform for sales teams to present their new products to prospective customers and generate worthwhile business relationships. Space will be allocated on a first-booked basis, so organisations seeking representation are strongly encouraged to book as early as possible.

Marketing & Public Relations

The Conference Managers will ensure you achieve the maximum leverage from your investment. You are encouraged to contact our Sponsorship & Exhibitions Department to discuss the many additional ways we can assist your marketing efforts and build your business through the RFSA Conference 2011.

RFSA 2011 Conference offers a unique opportunity to increase your organisation's exposure to a diverse cross-section of industry professionals through a combination of marketing channels:

- **E-marketing** – regular email blasts promoting program updates, key dates and featured speakers
- **Marketing Collateral** – flyers that can be used at allied industry events to simulate interest and provide key details
- **Website** – will be used as the main information distribution channel, with regular updates
- **Promotional activities** – scheduled for all major international / national conferences and events to keep the target market informed of progress and stimulate interest in the conference.

Sponsorship packages and commitment levels can be tailored to suit your marketing strategies. Whatever your business, RFSA Conference 2011 has a Sponsorship package that will assist you to meet your brand and networking objectives.

Conference Managers

arinex pty limited has been appointed as the official PCO (Professional Conference Organiser) and looks forward to delivering an inspiring experience. We provide highly creative and professional meetings and events management services to associations, governments and corporate organisations.

arinex combines the experience and resources of two highly successful organisations in the Australian meetings and events industry - Tour Hosts and The Meeting Planners. Together, arinex collectively represents more than 50 years experience and, we're proud to say, delivery of amazing client outcomes.

For further details on the opportunities available, please contact the Conference Managers. Let us help you achieve the best possible outcome from RFSA Conference 2011.



Sponsorship & Exhibitions Account Manager
RFSA Conference 2011

arinex pty limited

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AUSTRALIA
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Email: sponsorship@arinex.com.au
Website: www.rfsaconference.org.au

All information and ideas contained in this document are confidential to **arinex pty limited** ABN 28 000 386 676. Exploitation or use of any of the materials or ideas contained in this document, without the prior written consent of **arinex pty limited**, may result in legal action being taken against those parties in breach of the confidentiality in which this document has been prepared, written and submitted.

What is an RFSA Partner?

The Rural Fire Service Association is delighted to offer the RFSA Partner Program.

RFSA Partners will not only receive the highest possible exposure at the Annual RFSA Conference, their representation and industry exposure will continue throughout the entire year via a multitude of RFSA campaigns and projects.

While the option to be a Sponsor of RFSA Conference 2011 is available, for organisation's wishing to seek year 'round exposure via the RFSA and its allied projects and community campaigns, we would like to offer two levels of partnership - Premier Partner or Major Partner.

Your RFSA partnership will procure your company multiple privileges and benefits such as:



- Your choice of Sponsorship Opportunity at RFSA Conference 2011
- Premium exhibition space at RFSA Exhibition 2011
- First rights of renewal for your preferred RFSA Partnership for RFSA Conference 2012
- Two complimentary delegate registrations for RFSA Conference 2011
- RFSA Conference 2011 Partner Plaque or Certificate presented by the RFSA President to a key person from your organisation during this conference
- Website banner with hyperlink to your organisation's home page on the RFSA website for the duration of your RFSA Partnership (specifications to be provided)
- Continued exposure via various RFSA campaigns and activities throughout the year.

For more details on the inclusions or how to become an RFSA Partner, contact Nick Cadey on +61 2 9265 0812 or email: ncadey@arinex.com.au

Sponsorship Package

No. Available Price \$(incl GST)



12 months Refer to pages 9-10



12 months Refer to pages 11-12

Primary Level Sponsorship Options*

Conference Dinner	One	\$9,300
Delegate Name Badge	One	\$8,300
Delegate Satchel	One	\$8,800
Welcome Reception	One	\$8,300
Conference Website	One	\$6,800
Program Book	One	\$5,900

Secondary Level Sponsorship Options**

Plenary Session	Five	\$3,300
Hospitality Sponsor	Two	\$2,300
Conference Pen	One	\$2,300
Conference Note Pad	One	\$2,300
Conference Message Board	One	\$1,200
Trade Finder (Exhibition Competition)	One	\$1,100

Marketing & Advertising Options

- Satchel Inserts (500) <i>Exhibitors discounted rate is \$250 (incl GST)</i>	Six	\$1,900
- Program Book Full Page Advertisement <i>Exhibitors discounted rate is \$450 (incl GST)</i>	Six	\$900

Exhibition Opportunities

3m x 3m booth	\$2,550
3m x 2m booth	\$2,100

* RFSA Premier Partners have the exclusive right to select one of the Primary Level Sponsorship Options to add to their RFSA Premier Partner package

** RFSA Major Partners have the exclusive right to select one of the Secondary Level Sponsorship Options to add to their RFSA Major Partner package

RFSA Premier Partner

12 Months

\$ POA

As an RFSA Premier Partner, your organisation will enjoy the highest possible level of exposure for the full duration of your partnership term.

We view our RFSA Premier Partners as integral to the success of the Conference and alignment with key companies/organisations whose support extends well into the rural fire fighting community. We will work with you and to continue providing opportunities to promote your organisation both at the Conference and throughout the year.

**PREMIER
PARTNER**



RFSA

For further details and costs on how to become an RFSA Partner, contact Nick Cadey on +61 2 9265 0812 or email: ncadey@arinex.com.au

As an RFSA Premier Partner, your organisation will receive the following entitlements:

- Recognition as an RFSA Premier Partner (with organisation logo) on all printed Conference material*
- Recognition as an RFSA Premier Partner (with organisation logo) on the sponsors' page of the official Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as an RFSA Premier Partner on the official sponsorship acknowledgement board onsite at the Conference
- Presentation of an RFSA Premier Partner Plaque by the RFSA President at the Closing session
- Banner advertisement to appear on the RFSA website for a 12 month period, from the date of sponsorship confirmation (sponsor to provide artwork)
- Delegate list supplied three weeks prior to the Conference**
- Full page mono advertising space in the Conference Program Book (artwork to be supplied by the sponsor)
- Two (2) complimentary Conference Delegate Registrations, including Welcome Reception and Conference Dinner
- One 3m x 3m (9m²) or 3m x 2m (6m²) exhibition booth. Alternatively, space for a display vehicle will be made available in the outdoor exhibition area. The preferred option must be selected at time of submitting the Sponsorship booking form
- Two (2) Exhibition Staff Passes includes two tickets to the Welcome Reception and Conference Dinner. In addition a ticket will be provided for each of the two exhibition staff representative's spouse (does not include a company representative or colleague)
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all Delegates' satchels (sponsor to supply material)
- Verbal acknowledgement as a Premier Partner during the Opening and Closing sessions
- The sponsor may provide a free-standing banner which will be positioned in the Plenary Room for the duration of the Conference (maximum size 2m high x 1m wide)
- Logo and 200-word profile in the sponsors' section of the Program Book
- Use of the RFSA Logo until 30 July 2011 (Conditions apply, including all uses of the RFSA logo and any other RFSA Intellectual Property being subject to the written approval of the Manager Internal Communications, RFSA. The RFSA reserves the right to request withdrawal of the logo from any materials considered inappropriate)

Premier Partner entitlements continued

- RFSA 2011 Partners will receive first booking rights to participate as a sponsor and or exhibitor at the RFSA 2012 Conference

In addition to the entitlements outlined on page 8, all RFSA Premier Partners will receive the exclusive right to select one of the following Primary Level Sponsorship Options. The preferred option must be selected by the Sponsor at the time of submitting their booking form.

PREMIER
PARTNER



RFSA

For details of the entitlements associated with each of the below packages, refer to pages 13-18. Any Primary Level Sponsorship Option not taken up by an RFSA Premier Partner will be offered for general sale.

1. Primary Level Option – Conference Dinner
2. Primary Level Option – Delegate Name Badge
3. Primary Level Option – Welcome Reception
4. Primary Level Option – Delegate Satchel
5. Primary Level Option – Conference Website
6. Primary Level Option – Program Book

* Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.

** This list will be provided prior to the Conference. Such lists will exclude any Delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.

*** While every effort will be made to secure the highest profile location possible, this is subject to availability at time of booking.

To maximise exposure we encourage you to confirm your participation by the earliest date possible.

The RFSA Premier Partnership is a unique and innovative marketing solution that offers exceptional levels of exposure and representation that will continue working for your business throughout the year, culminating at an event which will bring you face-to-face with your key customers and prospects.

RFSA Major Partner

12 Months

\$ POA

As an RFSA Major Partner, your organisation will benefit from a strong alignment through the many branding opportunities available both throughout the RFSA Conference and throughout the year.

This is a unique marketing opportunity and we are confident your participation at this level will provide you with exceptional commercial rewards.



For further details and costs on how to become an RFSA Partner, contact Nick Cadey on +61 2 9265 0812 or email ncadey@arinex.com.au

As an RFSA Major Partner, your organisation will receive considerable exposure and recognition through the following entitlements:

- Recognition as an RFSA Major Partner (with organisation logo) on all printed Conference material*
- Recognition as an RFSA Major Partner (with organisation logo) on the sponsors' page of the official Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as an RFSA Major Partner on the official sponsorship acknowledgement board onsite
- Presentation of an RFSA Major Partner's Certificate by the Conference Chair
- Banner advertisement to appear on the RFSA website for a 12 month period, from the date of sponsorship confirmation (sponsor to provide artwork)
- Delegate list supplied 1 week prior to the Conference**
- Half page mono advertising space in the Conference Program Book (artwork to be supplied by the sponsor)
- One (1) complimentary Conference Delegate Registration, including Welcome Reception and Conference Dinner
- One 3m x 3m (9m²) or 3m x 2m (6m²) exhibition booth. Alternatively space for a display vehicle will be made available in the outdoor exhibition area. The preferred option must be selected at time of submitting the Sponsorship booking form
- Two (2) Exhibition Staff Passes includes two tickets to the Welcome Reception and Conference Dinner. In addition a ticket will be provided for each of the two exhibition staff representative's spouse (does not include a company representative or colleague)
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all Delegates' satchels (sponsor to supply material)
- Verbal acknowledgement as a Major Partner during the Opening and Closing sessions
- Logo and 150-word profile in the sponsors' section of the Program Book
- Use of the RFSA Logo until 30 July 2011 (Conditions apply, including all uses of the RFSA logo and any other RFSA Intellectual Property being subject to the written approval of the Manager Internal Communications, RFSA. The RFSA reserves the right to request withdrawal of the logo from any materials considered inappropriate)
- Your choice of one Regional Sponsorship (refer to packages listed within this Prospectus)
- RFSA 2011 Partners will receive first booking rights to participate as a sponsor and or exhibitor at RFSA Conference 2012

RFSA Major Partner entitlements (continued)

In addition to the entitlements outlined above, all RFSA Major Partners will receive the exclusive right to select one of the following Secondary Level Sponsorship Options. The preferred option must be selected by the Sponsor at the time of submitting their booking form.

MAJOR
PARTNER



RFSA

For details of the entitlements associated with each package refer to pages 19-23. Any Secondary Level Sponsorship Option not taken up by an RFSA Major Partner will be offered for general sale.

1. Secondary Level Option – Plenary Session
2. Secondary Level Option – Hospitality Sponsor
3. Secondary Level Option – Conference Pen
4. Secondary Level Option – Conference Note Pad
5. Secondary Level Option – Conference Message Board
6. Secondary Level Option – Trade Finder (Exhibition Competition)

* Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.

** This list will be provided prior to the Conference. Such lists will exclude any Delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.

*** While every effort will be made to secure the highest profile location possible, this is subject to availability at time of booking. To maximise exposure we encourage you to confirm your participation by the earliest date possible.

The NSW Rural Fire Service Association is a Statewide non-partisan, member association that represents the interests of the 70,000+ members of the world's largest volunteer fire fighting service.



Primary Level Sponsorship Option

Conference Dinner Exclusive

A\$9,300 (incl. GST)

“South Pacific / Hawaiian” - this is your opportunity to play host to the highlight social event of the Conference. The sponsor will benefit from total exclusivity at this memorable event. We are happy to work with the sponsor to add their brand of marketing to the event. The Conference Dinner will be held at Coffs Harbour Ex-Services Club on Saturday 18 June.

Please note this event is included for delegates

As the Conference Dinner Sponsor, your company will benefit from the highest level of exposure and representation with the following entitlements:

- Recognition as the Conference Dinner Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Conference Dinner Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as the Conference Dinner Sponsor on the official sponsorship acknowledgement board onsite
- The sponsor may provide a free-standing banner which will be positioned at the entrance to the Conference Dinner venue (maximum size 2m high x 1m wide)
- Opportunity for company representative to present a two (2) minute speech at the Dinner (a microphone will be provided – additional audio visual is at the expense of the sponsor)
- Company logo will be printed on all dinner menus and tickets
- Sponsor may provide the Conference dinner guests with a company branded gift (sponsor to supply gifts)
- Four (4) additional tickets for the sponsor's nominated guests to attend the Conference Dinner
- One 3m x 3m (9m²) or 3m x 2m (6m²) exhibition booth. Alternatively space for a display vehicle will be made available in the outdoor exhibition area. The preferred option must be selected at time of submitting the Sponsorship booking form
- Two (2) Exhibition Staff Passes includes two tickets to the Welcome Reception and Conference Dinner. In addition a ticket will be provided for each of the two exhibition staff representative's spouse (this does not include a company representative or colleague)
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all Delegates' satchels (sponsor to supply material)
- Logo and 50-word profile in the Program Book
- Use of the RFSA Logo until 30 July 2011 (Conditions apply, including all uses of the RFSA logo and any other RFSA Intellectual Property being subject to the written approval of the Manager Internal Communications, RFSA. The RFSA reserves the right to request withdrawal of the logo from any materials considered inappropriate)

* Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.

*leave a lasting impression as sponsor of this
memorable social event*

Primary Level Sponsorship Option

Delegate Name Badge Exclusive

\$8,300 (incl. GST)

To gain access to the Conference, all Delegates are required to wear the official Conference name badge. This is an opportunity to have your company logo printed on all name badges alongside the Conference logo and gain consistent exposure throughout the Conference. This is one of the highest possible branding tools available at any conference.

The Delegate Name Badge Sponsor, will receive the following entitlements:

- Recognition as the Delegate Name Badge Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Delegate Name Badge Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as the Delegate Name Badge Sponsor on the official sponsorship acknowledgement board onsite
- Logo printed on all Delegate Name Badge alongside the Conference logo
- One 3m x 3m (9m²) or 3m x 2m (6m²) exhibition booth. Alternatively space for a display vehicle will be made available in the outdoor exhibition area. The preferred option must be selected at time of submitting the Sponsorship booking form
- Two (2) Exhibition Staff Passes includes two tickets to the Welcome Reception and Conference Dinner. In addition a ticket will be provided for each of the two exhibition staff representative's spouse (this does not include a company representative or colleague)
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all Delegates' satchels (sponsor to supply material)
- Logo and 50-word profile in the Program Book
- Use of the RFSA Logo until 30 July 2011 (Conditions apply, including all uses of the RFSA logo and any other RFSA Intellectual Property being subject to the written approval of the Manager Internal Communications, RFSA. The RFSA reserves the right to request withdrawal of the logo from any materials considered inappropriate)

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Primary Level Sponsorship Option

Welcome Reception Exclusive

A\$8,300 (incl. GST)

The Welcome Reception is the first official social gathering of the RFSA Conference. Strongly attended and highly anticipated, it represents a fantastic opportunity for Delegates, Speakers, Sponsors and Exhibitors to network in a relaxed social environment. The event will be held at the venue on Friday 18 June from 5.30 to 6.30pm.

Please note this event is included for delegates.

As the Welcome Reception Sponsor you will receive the following entitlements:

- Recognition as the Welcome Reception Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Welcome Reception Sponsor (with organisation logo) on the Sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as the Welcome Reception Sponsor on the official sponsorship acknowledgement board onsite
- The sponsor may provide a free-standing banner which will be positioned at the entrance to the Welcome Reception venue (maximum size 2m high x 1m wide)
- Small table signs featuring the company name and logo displayed on the tables at the Welcome Reception (Conference Managers to supply)
- Opportunity for company representative to present a two (2) minute speech at the Welcome Reception (a microphone will be provided – additional audio visual is at the expense of the sponsor)
- Sponsor may provide the Welcome Reception guests with a company branded gift (sponsor to supply gifts)
- Two (2) complimentary tickets for the Sponsor's nominated guests to attend the Welcome Reception
- One 3m x 3m (9m²) or 3m x 2m (6m²) exhibition booth. Alternatively space for a display vehicle will be made available in the outdoor exhibition area. The preferred option must be selected at time of submitting the Sponsorship booking form
- Two (2) Exhibition Staff Passes includes two tickets to the Welcome Reception and Conference Dinner. In addition a ticket will be provided for each of the two exhibition staff representative's spouse (this does not include a company representative or colleague)
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all Delegates' satchels (sponsor to supply material)
- Logo and 50-word profile in the Program Book
- Use of the RFSA Logo until 30 July 2011 (Conditions apply, including all uses of the RFSA logo and any other RFSA Intellectual Property being subject to the written approval of the Manager Internal Communications, RFSA. The RFSA reserves the right to request withdrawal of the logo from any materials considered inappropriate)

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Primary Level Sponsorship Option

Delegate Satchel Exclusive

A\$8,800 (incl. GST)

All Delegates attending the Conference will receive a satchel. Sponsorship of the Delegate Satchel will ensure your logo is front of mind to all Delegates throughout the Conference. This opportunity offers longevity and continued exposure as many delegates choose to keep their satchels for personal use long after the Conference.

The Delegate Satchel Sponsor will receive the following entitlements:

- Recognition as the Delegate Satchel Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Delegate Satchel Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as the Delegate Satchel Sponsor on the official sponsorship acknowledgement board onsite
- Logo printed on the Delegate satchel alongside the RFSA logo. The Conference Organising Committee reserves the right to source and select the satchel.
- One 3m x 3m (9m²) or 3m x 2m (6m²) exhibition booth. Alternatively space for a display vehicle will be made available in the outdoor exhibition area. The preferred option must be selected at time of submitting the Sponsorship booking form
- Two (2) Exhibition Staff Passes includes two tickets to the Welcome Reception and Conference Dinner. In addition a ticket will be provided for each of the two exhibition staff representative's spouse (this does not include a company representative or colleague)
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all Delegates' satchels (sponsor to supply material)
- Logo and 50-word profile in the Program Book
- Use of the RFSA Logo until 30 July 2011 (Conditions apply, including all uses of the RFSA logo and any other RFSA Intellectual Property being subject to the written approval of the Manager Internal Communications, RFSA. The RFSA reserves the right to request withdrawal of the logo from any materials considered inappropriate)

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Primary Level Sponsorship Option

Conference Website Exclusive

A\$6,800 (incl. GST)

The Conference website will be the flagship of Conference information providing Delegates, sponsors, media and interested parties with up to the minute information on the Program, Exhibition and the host city, Canberra.

The Conference Website Sponsor will receive the following entitlements:

- Recognition as the Conference Website Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Conference Website Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as the Conference Website Sponsor on the official sponsorship acknowledgement board onsite
- Company banner advertisement will appear on every page of the Conference website** (artwork to be supplied by Sponsor)
- One 3m x 3m (9m²) or 3m x 2m (6m²) exhibition booth. Alternatively space for a display vehicle will be made available in the outdoor exhibition area. The preferred option must be selected at time of submitting the Sponsorship booking form
- Two (2) Exhibition Staff Passes includes two tickets to the Welcome Reception and Conference Dinner. In addition a ticket will be provided for each of the two exhibition staff representative's spouse (this does not include a company representative or colleague)
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all Delegates' satchels (sponsor to supply material)
- Logo and 50-word profile in the Program Book
- Use of the RFSA Logo until 30 June 2011 (Conditions apply, including all uses of the RFSA logo and any other RFSA Intellectual Property being subject to the written approval of the Manager Internal Communications, RFSA. The RFSA reserves the right to request withdrawal of the logo from any materials considered inappropriate)

** Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

*** Please liaise with the Conference Managers for banner advertisement specifications.*

Primary Level Sponsorship Option

Program Book Exclusive

\$5,900 (incl. GST)

The Program Book is a valuable reference tool used by delegates throughout the Conference and is retained as a reference well beyond the Conference. This opportunity provides consistent and repeated front of mind exposure while also reserving the highest profile advertising location for the Program Book Sponsor.

The Program Book Sponsor will receive the following entitlements:

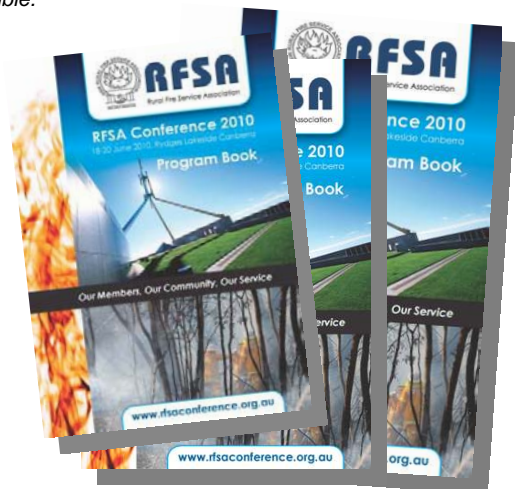
- Recognition as the Program Book Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Program Book Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as the Program Book Sponsor on the official sponsorship acknowledgement board onsite
- Full page advertising space in the outside back cover of the Program Book (artwork to be supplied by sponsor)
- Company name and logo printed on the cover of the Program Book alongside the RFSA logo
- One 3m x 3m (9m²) or 3m x 2m (6m²) exhibition booth. Alternatively space for a display vehicle will be made available in the outdoor exhibition area. The preferred option must be selected at time of submitting the Sponsorship booking form
- Two (2) Exhibition Staff Passes includes two tickets to the Welcome Reception and Conference Dinner. In addition a ticket will be provided for each of the two exhibition staff representative's spouse (this does not include a company representative or colleague)
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all Delegates' satchels (sponsor to supply material)
- Logo and 50-word profile in the Program Book
- Use of the RFSA Logo until 30 July 2011 (Conditions apply, including all uses of the RFSA logo and any other RFSA Intellectual Property being subject to the written approval of the Manager Internal Communications, RFSA. The RFSA reserves the right to request withdrawal of the logo from any materials considered inappropriate)

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Think about getting your corporate brand and message onto the one publication that all delegates will use throughout the Conference.

RFSA Members usually keep the Conference Program for future reference or as a memento of the Conference, offering the sponsor extended exposure.



Secondary Level Sponsorship Option

Plenary Session Maximum of Five

A\$3,300 (incl. GST)

Conference Sessions form the core of the Conference and provide the sponsor with a direct alignment through the continuing development of our rural fire fighting capability. As sponsor of a Conference Session, your corporate brand is associated with key industry speakers and presenters, thereby ensuring premium levels of exposure before a captive audience.

As sponsor of a Conference Session you will receive the following entitlements:

- Recognition as a Conference Session Sponsor (with organisation logo) on all printed Conference material*
- Recognition as a Conference Session Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page.
- Acknowledgement as a Conference Session Sponsor on the official sponsorship acknowledgement board onsite
- The sponsor may provide a free-standing banner which will be positioned in a prominent location in the session room (maximum size 2m high x 1m wide) for the duration of the session
- Your organisation logo will be displayed on the projection screen in the session room prior to and at the conclusion of the sponsored session
- Two (2) complimentary passes for nominated guests to attend the sponsored session (these passes are for the sponsored session only, attendance to other sessions is not included)
- Verbal recognition by the session Chair prior to and at the conclusion of the sponsored session
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all Delegates' satchels (sponsor to supply material)
- Logo and 50-word profile in the Program Book
- Use of the RFSA Logo until 30 July 2011 (Conditions apply, including all uses of the RFSA logo and any other RFSA Intellectual Property being subject to the written approval of the Manager Internal Communications, RFSA. The RFSA reserves the right to request withdrawal of the logo from any materials considered inappropriate)

** Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

Secondary Level Sponsorship Option

Hospitality Sponsor Maximum of Two

\$2,300 (incl GST)

Demonstrate your company's hospitality by sponsoring a morning, lunch and afternoon refreshment break on one day of the Conference.

The Refreshment Break Sponsor will enjoy the following entitlements:

- Recognition as a Hospitality Sponsor (with organisation logo) on all printed Conference material*
- Recognition as a Hospitality Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as a Hospitality Sponsor on the official sponsorship acknowledgement board onsite
- Company corporate literature may be displayed at the hospitality area (sponsor to supply)
- The sponsor may provide a free-standing banner which will be positioned in a prominent location in the hospitality area (maximum size 2m high x 1m wide)
- Small table signs featuring the company name and logo displayed on refreshment tables (Conference Managers to supply)
- Verbal recognition by the Conference Chair at the sessions directly before and after the sponsored hospitality break
- Two (2) complimentary passes for nominated guests to attend the sponsored hospitality break (these passes are for the sponsored break only, attendance to other sessions is not included)
- If your company is also exhibiting, a sponsorship such as this provides the ideal opportunity to run some form of promotion or competition to encourage delegates to visit your exhibition stand**

** Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible*

*** Any competitions or promotions are to be approved by the RFSA Organising Committee. For assistance in coordinating your promotion or competition contact the Conference Managers.*

Secondary Level Sponsorship Option

Conference Pen Exclusive

\$2,300 (incl. GST)

This is an opportunity to provide each delegate with your branded pen in the Conference Satchel, procuring exposure for your corporate brand that exceeds the duration of the Conference. To maintain the exclusivity of this sponsorship, no other company will be permitted to provide pens for inclusion in the Delegate satchels.

Please note the pens are to be supplied by the sponsor.

- Recognition as the Conference Pens Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Conference Pens Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgment as the Conference Pens Sponsor on the official sponsorship acknowledgement board onsite
- Pens, provided by the sponsor, will be included in all delegate satchels

Conference Note Pad Exclusive

\$2,300 (incl. GST)

This is an opportunity to provide each delegate with your branded writing pads in the Conference Satchel, providing your organisation with exposure that exceeds the duration of the Conference. To maintain the exclusivity of this sponsorship, no other company will be permitted to provide writing pads for inclusion in the Delegate satchels.

Please note the writing pads are to be supplied by the sponsor.

- Recognition as the Conference Writing Pads Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Conference Writing Pads Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgment as the Conference Writing Pads Sponsor on the official sponsorship acknowledgement board onsite
- Writing Pads, provided by the sponsor, will be included in all delegate satchels

** Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible*

Secondary Level Sponsorship Option

Conference Message Board Exclusive

\$1,200 (incl. GST)

The message board will be located adjacent to the Registration Desk and will be a central reference point for all Conference Delegates. A popular resource, the message board is used for posting program updates, social information, career opportunities or messages for fellow delegates. In fitting with the RFSA Conference the Message Board will also feature a **daily fire warning update**.

The Message Board Sponsor will receive the following entitlements:

- Recognition as the Message Board Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Message Board Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as the Message Board Sponsor on the official sponsorship acknowledgement board onsite
- Sponsors logo will be displayed on the Message Board (this will be organised by the Conference Managers)
- Sponsor may also display company literature at the Message Board (Sponsor to supply literature and brochure display stand if required)

**Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

Secondary Level Sponsorship Option

Trade Finder (Exhibition Competition)

\$1,100 (incl GST)

SOLD

The objective of the Trade Finder (Exhibition Competition) is to encourage delegates to interface more actively with exhibitors.

A competition flyer will be placed in each delegate satchel. The flyer will list the names of all exhibiting companies and details on the flyer will direct delegates to visit each display stand to have the flyer either signed or stamped by a company representative. Once the individual delegate has their flyer endorsed by all exhibiting companies, the flyer will need to be placed in an entry box which will be located within a prominent location of the exhibition. The first correct entry drawn from the entry box will be declared the winner.

The winner will receive two (2) nights in a one-bedroom 'Spa Suite' at Mantra Ettalong Beach, Ettalong NSW.

The Trade Finder Sponsor will receive the following entitlements:

- Recognition as the Trade Finder Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Trade Finder Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as the Trade Finder Sponsor on the official sponsorship acknowledgement board onsite
- The Sponsors logo will be printed on the Trade Finder competition flyer
- The Sponsor is invited to provide a prize with a minimum value of \$1,000 (this is in addition sponsorship of the competition)

**Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*



mantra
ettalong beach

Marketing & Advertising Options

These cost-effective advertising opportunities are an effective medium to communicate your corporate message, products and/or services to RFSA Conference 2011 delegates.

Satchel Insert Maximum Six (6)

\$1,900 (incl. GST)

Your organisation may provide promotional material which will be included in all Delegate satchels.

Recommended size: we will accept an A4 size brochure to a maximum four (4) single pages in length. A sample or description of the print material must be submitted to the Conference Managers for reference at the time of booking.

Participating organisations will be provided with a delivery label and details covering delivery date and quantities required, about two months prior to the Conference.

Exhibitor discount: a special discount rate of \$250.00 per insert will apply to confirmed exhibitors who book a satchel insert.

Conference Program Book

The Conference Program Book will be a valuable reference tool used by delegates throughout the Conference. The publication will contain full details covering the program, together with exhibition and session details as well as information covering the Conference social events. Advertising in the RFSA 2011 Conference Program Book is subject to the below timelines:

Deadline for booking:	3 May 2011
Deadline for artwork:	3 May 2011
Publication Advertising Rates:	
Size	Full page
Cost	\$900

Exhibitor discount: a special discount rate of \$450.00 per full page advertisement will apply to confirmed exhibitors who book advertising space.



THE RFSA CONFERENCE EXHIBITION IS PROUDLY MANAGED BY A MEMBER OF THE EXHIBITION AND EVENTS ASSOCIATION OF AUSTRALIA.

BE SURE TO CHECK OUT THE ADDITIONAL DISCOUNT OFFERS AVAILABLE TO RFSA CONFERENCE EXHIBITORS.

For further details on the opportunities available please contact the Conference Managers who will be pleased to assist you.

Sponsorship & Exhibitions Account Manager
RFSA Conference 2011

arinex **pty limited**

Address: GPO Box 128
SYDNEY NSW 2001
AUSTRALIA
Tel: +61 2 9265 0700
Fax: +61 2 9267 5443
Email: sponsorship@arinex.com.au
Website: www.rfsaconference.org.au

RFSA Exhibition 2011

RFSA Exhibition 2011 will run in conjunction with RFSA Conference 2011. RFSA Exhibition 2011 will be held in the foyer and outdoor area of the Opal Cove Resort, Coffs Harbour.

RFSA Exhibition 2011 will provide an exceptional opportunity to promote your products and services in a face-to-face environment. The event will enable exhibitors to:

- Build new and strengthen existing relationships
- Acquire highly qualified leads
- Increase brand awareness
- Demonstrate new devices and services
- Gain instant market feedback
- Obtain first-hand market knowledge of developments in the industry
- Discuss development of key points raised at the Conference



Look for the star: indicates new innovations and benefits introduced for 2011

Exhibition Details

Option 1. Shell Scheme Stand 3m x 3m block	\$2,550 (incl GST)
Option 2. Shell Scheme Stand 3m x 2m block	\$2,100 (incl GST)
Option 3. Vehicle Display Space (outdoor area / per vehicle)	\$3,990 (incl GST)

Each Shell Scheme stand package (3m x 3m or 3m x 2m) will consist of the following:

- Velcro compatible grey frontrunner panels 2.4m high
- Company name in white vinyl lettering on blue fascia board
- Two (2) x 150 watt spotlights
- One (1) x 4 amp power connection
- The venue is carpeted



Trestle table (1.5m long with cloth) and two (2) standard chairs



Planning to exhibit?

RFSA Exhibition 2010 sold out in two weeks. To avoid disappointment, we encourage you to book as early as possible for RFSA Exhibition 2011.

Vehicle / equipment display space:

Vehicle or equipment display space is raw space only. Companies wishing to exhibit vehicles or equipment in the outdoor area will be required to submit dimensions and a photo if possible of the display vehicle so that a suitable and dedicated area can be allocated. All outdoor exhibits will also be listed within the RFSA Program Book. Any electrical requirements are additional and must be organised by the exhibitor.



Beneficial packages will be negotiated for exhibitors interested in booking both indoor and outdoor display space. Contact Sponsorship & Exhibitions Account Manager Nick Cadey to further discuss on +61 2 9265 07200 or email: ncadey@arinex.com.au

Exhibition Package Details (includes shell scheme stands and outdoor displays)

All exhibiting companies will receive:

- Company name listed on the Exhibition page of the Conference website
- A '50 word' company profile in the Conference Program Book. Profiles should be submitted to the Conference Managers at the same time as submitting booking forms
- Two (2) Exhibition Staff Passes per booth / outdoor display space. Each pass holder will receive:
 - Attendance to all sessions
 - Morning, afternoon and lunch breaks
 - Conference Satchel & materials, including Delegate List**
 - Conference Program Book
 - One (1) ticket to the Welcome Reception
 - One (1) ticket to the BBQ Exhibition Launch
 - One (1) ticket to the Golf Day
 - One (1) ticket to the Conference Dinner, with an additional ticket for the exhibition representative's spouse (this does not include a company representative or colleague)



DENOTES SPECIAL ADDITIONAL EXHIBITOR BENEFITS for each pass holder

Additional Exhibition Staff Passes

Additional passes may be purchased from the Conference Managers. The cost is \$450.00 per person and includes:

- Attendance to all sessions
- Morning, afternoon and lunch breaks
- Conference Satchel & materials, including Delegate List**
- Conference Program Book
- One (1) ticket to the Welcome Reception
- One (1) ticket to the BBQ Exhibition Launch
- One (1) ticket to the Golf Day
- One (1) ticket to the Conference Dinner, with an additional ticket for the exhibition representative's spouse (this does not include a company representative or colleague)

*** This list will be provided onsite at the Conference. Such lists will exclude any Delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.*

Exhibition Manual

An Exhibition Manual will be distributed to all Exhibitors containing details on how to apply for your staff passes, the move-in / move-out schedule and supplier contact details along with professional tips and advice on how to achieve the best return on your investment.

Public and Product Liability Insurance

It is a requirement of the Conference Managers that all Exhibitors have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of Aus\$10 million or above. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an Exhibition stand. Exhibitors must submit a copy of their public liability insurance certificate along with their Exhibition booking form. To assist you in locating your certificate within your organisation – it can often be found with the accounts / finance departments and may also be referred to as a 'Broadform'.

Preliminary Exhibition Timetable

Staff access for set-up in the Outdoor area

Thursday 16 June from 0700 to 1800

Staff access for set-up in the Indoor area

Thursday 16 June 1400 to 1800

Friday 17 June 0700 to 1130

Exhibition Opening: BBQ and light refreshments Opal Cove Resort (Conference delegates, exhibitors and sponsors invited)

Friday 17 June 1300 to 1400

Welcome Reception

Friday 17 June 1730 to 1830 Opal Cove Resort

Exhibition Hours:

Friday 17 June 12 noon to 1730

Saturday 18 June 0900 to 1600

Sunday 19 June 0900 to 1430

Exhibition Close

Sunday 19 June 1430 (after the lunch break)

★ Product Showcase

The RFSA will highlight new products and items to be supplied through the RFSA Grants Scheme.

Exhibitors participating in Product Showcase will be able to choose one item to showcase. Details of the proposed item for display must be submitted in writing to the Conference Managers for prior approval by the RFSA. If you would like to display a showcase item or to discuss the Showcase concept in more detail, please contact the Sponsorship & Exhibitions Account Manager Nick Cadey Tel: +61 2 9265 07200 or email: ncadey@arinex.com.au

★ Certificate of Appreciation

In recognition of their support, all long-term exhibitors will be presented with a Certificate of Appreciation - Platinum for five years, and Gold for three years. To enable recipients to display certificates on their stands during the Conference, Certificates will be presented during the Exhibition Opening on Friday 17 June.

★ Trade Finder - Exhibition Competition

An RFSA Exhibition 2011 competition will be held during the Conference. The objective of the Trade Finder competition is to encourage delegates to interface more actively with exhibitors.

A 'trade finder' flyer will be placed in each delegate's satchel. The flyer will list the names of all the companies and organisations participating in the exhibition. Details on the flyer will direct delegates to visit each display stand where they will have their flyer signed or stamped by a stand representative. Once a signature / stamp is collected from every exhibitor, the completed flyer will need to be placed in an entry box that will be located within a prominent location of the exhibition. The first correct entry drawn from the entry box at the lunch break on Sunday 19 June will be declared the winner.

There will be one major prize comprising two (2) nights in a one bedroom 'Spa Suite' at the Mantra Ettalong Beach, Ettalong NSW, which has been kindly donated by the Mantra Ettalong Beach.

Additional prize donations are also being sought to ensure this is a great competition. If your organisation is in a position to donate a prize towards the Trade Finder competition, please complete the relevant section on the enclosed booking form and return to the Conference Managers. All participants will be listed and acknowledged, together with a brief description of their prize, on the competition flyer. We encourage participants to have the prize on view on their stand during the Conference. The prize does not have to relate to your core business. We will accept gift vouchers or product hampers. All prize suggestions are welcome.

★ **Best Stand Award**

The Best Stand Award will be held in conjunction with Conference. All delegates will be provided with the opportunity to vote for the best stand. The winner will be announced during the final session and in the RFSA's eNewsletter. The winner will receive a Certificate of Appreciation from the RFSA after the Conference. All exhibits will be eligible for the Best Stand Award. We encourage exhibitors to be innovative. In the true spirit of the Conference, why not incorporate the Conference theme?

FACING THE CHALLENGES TOGETHER



Exhibition Floor Plan

Note: Floor plan is subject to change

View of reception area approximate location of booths 24 - 27

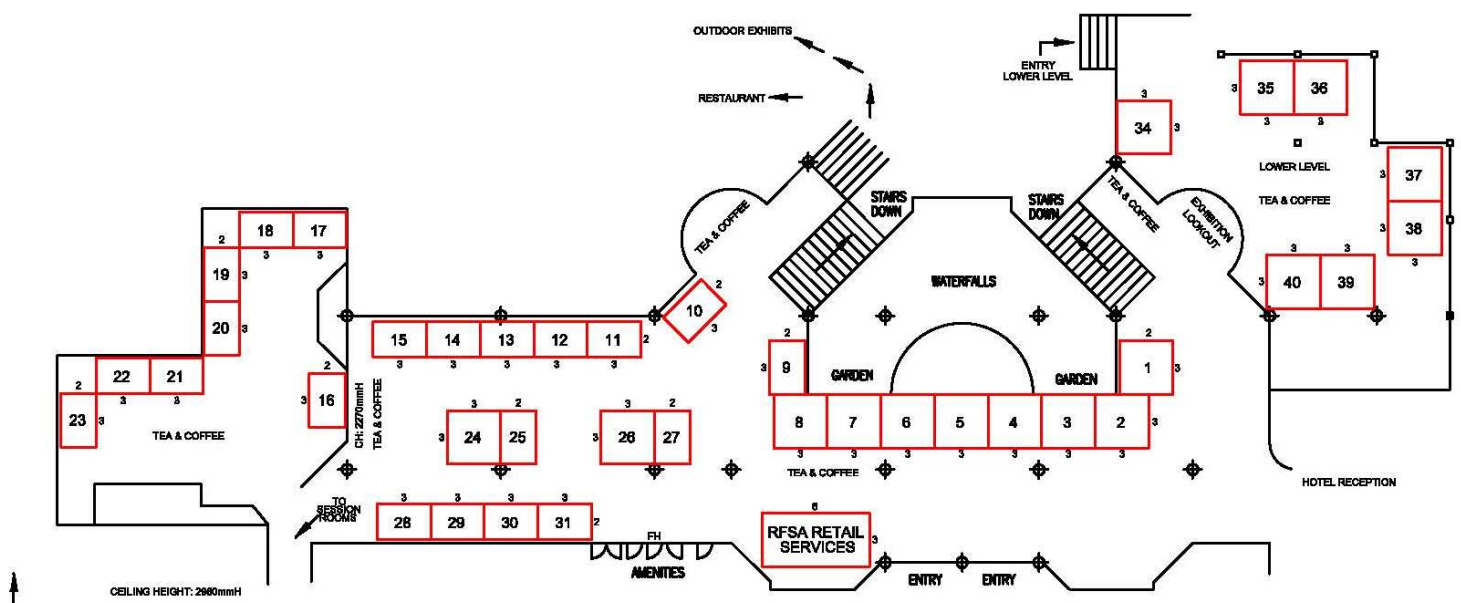


View of outdoor vehicle display area



Planning to exhibit?

Be sure to take advantage of the discounted advertising and satchel insert opportunities available to confirmed exhibitors.



PARTNERSHIP / SPONSORSHIP / EXHIBITION BOOKING FORM

RFSA 2011 Conference, 17 - 19 June
Opal Cove Resort, Coffs Harbour
 Sponsorship & Exhibitions Account Manager
 RFSA 2010 Conference
 c/o **arinex** pty limited
 GPO Box 128
 SYDNEY NSW 2001, Australia



Tel: +61 2 9265 0700
 Fax: +61 2 9267 5443
 Email: sponsorship@arinex.com.au
 Web: www.rfsaconference.org.au

A. PARTNERSHIP / SPONSORSHIP PACKAGE(S) REQUESTED COST \$

1.
 2.

B. EXHIBITION REQUEST Please reserve the following (tick preferred option):

- Option 1. Booth (3m x 3m)** \$2,550 (incl. GST) **Option 2. Booth (3m x 2m)** \$2,100 (incl. GST)
 Option 3. Vehicle/Outdoor Display Space (outdoor area) \$3,990 (incl. GST)

Position (refer to floor plan) **1st** choice:..... **2nd** choice:..... **3rd** choice:..... **COST \$:**

Please indicate companies you do not wish to be placed near:

- Yes we wish to donate a prize towards the Trade Finder Competition 50 word profile is attached

AMOUNT PAYABLE A & B	\$
50% deposit payable 30 days from date of invoice (Balance due: 3 May 2011 (incl. GST))	\$
Organisation name (for marketing purposes):	
Organisation name (for invoicing purposes):	
Address:	
City:	State: Post Code: Country:
Booking Authorised by:	Signature: Date:
Sponsor / Exhibitor Contact:	
Position:	
Tel:	Mob:
Email:	Website:

PAYMENT DETAILS (please tick)

We wish to pay via company cheque: Note all cheques must be made payable to: **arinex** pty limited on behalf of RFSA 2011 and should be forwarded to the RFSA Conference 2011 Managers at the above address.

We wish to pay via EFT:

Bank Account: **arinex** pty limited
 Bank: National Australia Bank. BSB: 082 001 Account No: 04 503 0393
 Swift Code: (for international transfers) NATA AU 3302S

We wish to pay via credit card (tick card type)

MasterCard VISA AMERICAN EXPRESS **Amount to debit A\$** _____

Credit Card Number _____ / _____ / _____ / _____ Expiry Date _____ / _____

Name on Card _____ Cardholder Signature _____

PLEASE ENSURE THAT YOU SIGN & RETURN THE TERMS AND CONDITIONS ON THE FOLLOWING PAGE ►

SPONSORSHIP BOOKING TERMS & CONDITIONS

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the Conference Managers and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. The Conference Managers reserve the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. Sponsorship will be allocated only on receipt of a signed Booking Form. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. The deposit is payable 30 days from the date of the tax invoice. The balance is due and payable by **3 May 2011**. Applications received **after 3 May 2011** must include full payment.
3. **All monies are payable in Australian dollars.** Cheques should be made payable to **arinex pty limited on behalf of RFSA 2011 Conference** and must be drawn on an Australian bank.
4. All monies due and payable must be received (and cheques cleared) by the Conference Managers prior to the event. No company will be listed as a sponsor in any official meeting material until full payment and a booking form have been received by the Conference Managers.
5. **CANCELLATION POLICY:** In the event of cancellation, a service fee of 50% of total fees applies for cancellations prior to **19 April 2011**. No refunds will be made for cancellations after this date. After sponsorship has been confirmed and accepted, a reduction in sponsorship is considered a cancellation and will be governed by the above cancellation policy.
6. No Sponsor shall assign, sublet or apportion the whole or any part of their sponsorship package except upon prior written consent of the Conference Managers.
7. Sponsorship monies will facilitate towards the successful planning and promotion of the meeting in addition to subsidising the cost of management, communication, invited speakers, program and publications. Sponsorship monies are not expended on any entertainment incurred which is incidental to the activities of the Conference.
8. Privacy Statement – YES I consent to my details being shared with suppliers and contractors of the event to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by **arinex pty limited**. NO, I do not consent.

Yes I have read and agree to the conditions of sale above.

Authorised by: _____ Date: _____

EXHIBITION BOOKING TERMS & CONDITIONS

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the Conference Managers and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. The Conference Managers reserve the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. Exhibition booths / display space will be allocated only on receipt of signed Booking Forms. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. The deposit is payable 30 days from the date of the tax invoice. The balance is due and payable by **3 May 2011**. Applications received after 3 May 2011, must include full payment.
3. **All monies are payable in Australian dollars.** Cheques should be made payable to **arinex pty limited on behalf of RFSA Conference 2011** and must be drawn on an Australian bank.
4. All monies due and payable must be received (and cheques cleared) by the Conference Managers prior to the event. No exhibitor will be allowed to begin move-in operations or be listed as an exhibitor in the on-site publications until full payment and a booking form have been received by the Conference Managers.
5. Public Liability insurance to a minimum of A\$10 million must be taken out by each exhibitor at their own expense. A copy of the company's public and product liability certificate must be submitted to the Conference Managers at the time of submitting their booking form or by no later than **3 May 2011**.
6. **CANCELLATION POLICY:** In the event of cancellation, a service fee of \$1,000.00 applies per exhibition booth / space to cancellations on or before **19 April 2011**. No refunds will be made for cancellations after this date. After space has been confirmed and accepted, a reduction in space is considered a cancellation and will be governed by the above cancellation policy. Reduction in space can result in relocation of exhibit space at the discretion of the Conference Managers. Any space not claimed and occupied before 0700 on Friday 17 June 2011, will be reassigned without refund.
7. The Conference Managers reserve the right to rearrange the floor plan and / or relocate any exhibit without notice. The Conference Managers will not discount or refund for any facilities not used or required.
8. If it is intended to utilise a custom built stand, the Conference Managers must be advised and such advice must include full details and stand dimensions. This information must be received by no later than **3 May 2011**. All display construction requires the approval of the Conference Managers and venue management. A pro rata fee will apply if any construction occupies space outside the specified space as indicated on the floor plan.
9. No exhibitor shall assign, sublet or apportion the whole or any part of their booked space except upon prior written consent of the Conference Managers.
10. Privacy Statement – YES I consent to my details being shared with suppliers and contractors of the event to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by **arinex pty limited**. NO, I do not consent.

Yes I have read and agree to the conditions of sale above.

Authorised by: _____ Date: _____